

MARCH 19, 1973

CABLE NEWS

the wip

PATTI AVERILL . . . who becomes Mrs. Robert Huston on April 7



the podium

Dear Bob—

You do have a way with words.

Regards,

Burt

P. S. I've burned my typewriter!

Ed: And Burt Harris is indeed a big man . . . bigger than many of the "so-called" big men in this industry.

Dear Bob:

Thank you very much for the compliment that you have paid Jean Welch and Theta-Com of California in designating our advertisement as the best ad of 1972.

I quite agree with your feelings and opinions about Jean Welch and assure you that we have always been very happy to have Jean working with us.

Best regards,

Sincerely,

R. W. Behringer, President
Theta-Com of California
Los Angeles, Ca.

Aloha Robert:

I have watched with great interest the constantly rising level of excellence in cable hardware advertising over recent years.

It was therefore reassuring to me, that a publisher would acknowledge, vis-à-vis, the *CABLE NEWS* "First Annual Advertising Award," that ads are readership content of equal interest and importance to columns, interviews, editorials and hard news.

Your initiative has demonstrated an understanding that advertisers do indeed contribute far more than just "paying the bills."

Great!

But be careful Huston — if you continue to develop such an enlightened perspective, some of us may even visualize an image of you — that includes the front end of a horse . . .

Your irreverent friend,

S.G. McKelvie, Assistant to the President
Premier Cablevision, Ltd.
Vancouver, B. C.

Ed: Hey, whataya trying to do, ruin my reputation as a horse's ass? It's inconsiderate friends like you who will destroy an image I have worked years to create!

Dear Bob:

It was a most pleasant surprise when I received my January 22nd issue of *CABLE NEWS* with my photo on the front cover. I can't quite figure out why I rated such a prominent spot in your magazine.

I look forward to reading the editorials and I am delighted to know we still have an editor of a cable magazine that will "tell it like it is." Keep up the good work.

If you are ever in the Okefenokee Swamp area, please stop by to see us and we will give you a good drink of "swamp juice."

Very truly yours,

John Harrison, Vice-President
Waycross Cable Company
Waycross, Ga.

Ed: Having served a year of my time during that all time, unfilled bash popularly known as World War II at Camp Blanding, Florida . . . which is on the southern edge of the Okefenokee . . . I believe I'll pass on the swamp juice, John. If it's all the same to you, I'd just as soon have you slam the car door on my head and get it over with, quick like. But it is the thought that counts . . . as my dear old granny would say as she would spit her to'baccie juice at the Butter Nut Coffee can and miss . . . and I do thank you for the offer.

Gentlemen:

In your December 15, 1972, issue, at pages 6-8, you report Top Vision Cable Company's charges before the Federal Communications Commission against the City of Owensboro, Kentucky, Owensboro Utility Commission, and our client, Owensboro On The Air, Inc., licensee of radio stations WVJS and WSTO-FM at Owensboro, Kentucky.

We enclose, herewith, the responses of the City of Owensboro, the City Utility Commission of Owensboro, Kentucky, and Owensboro On The Air, Inc., as filed with the Federal Communications Commission, omitting the exhibits thereto.

We request that you give equal publicity to the contents of the responses to Top Vision's charges.

Very truly yours,

Morton Holbrook
Sandidge, Holbrook, Craig & Hager, PSC
Owensboro, Ky.

Ed: I'll sure try and do that, Mort-Baby, just as soon as I find time to struggle through the 80 pages of gobbledegook lawyer-talk you sent me. It has been scheduled for the same day that I am going to write NCTA President Foster a fan letter telling him what a great job he is doing!

In the meantime, what did you say?

At Magnavox we're concerned about Cable TV

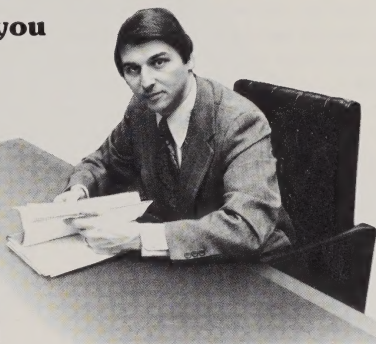
**and I want to help you
personally.**

My name is Dan
Mezzalingua. I'm pres-
ident of Magnavox'
CATV Division and

I'd like to talk to
you about our mutual
problems. Day or night,
weekdays or weekend I

want to hear from you, whether
it's good news or something we've done wrong. After
all, we're in this industry together.

A special toll-free WATS hot-line has been installed
in my office to answer your questions about our busi-
ness, our products, our people and even our faults.
At night your call will be recorded for action first
thing the next morning. If I don't know the answer
to your query, the person best suited to will get back
to you fast. In fact, you'll be meeting a number of
our top people here in these pages over the next
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both benefit by it.**
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anytime...**



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Magnavox
catv division

EVERY PIE-IN-THE-SKY HAS A SILVER LINING

By: The Observer

BULLETIN CONTINUES TO IMPROVE

Can't get over the way the *NCTA bulletin* is improving under Anne Hanley's direction. Since this gal has taken over as editor, she is actually giving members fresh and pertinent information. This gal has caught on to what a trade bulletin is all about . . . something that others

have not been able to do during the past ten years. The last time really good bulletins were coming out of the NCTA was when Fred Stevenson and Bev Murphy were cranking them out. Members don't care about pixs and color and stuff like that. They want information that will help them and that they need to know. David Foster even says something now and then . . . do wish he would speak out in the *NCTA bulletin* more often, however.

JUST CALL ME "JOE"

United States Senators are a rather pompous bunch of asses around Washington, D. C. There are exceptions of course, but in general, members of the world's most exclusive club throw their weight around pretty good. Much more so than members of the House of Representatives. But now, some of them have suddenly decided this isn't the best image in the world for the plain folks back home. For example, Sen. Joseph R. Biden, Jr. (D-De.) has passed the word to newsmen that he wants to be called "Joe" and referred to in a like manner in news stories, if they don't mind, please. His aide says the Senator "ran as Joe Biden, was elected as Joe Biden, and signs his name as Joe Biden." Other Senators who have pressed for the same are as in "Bill" for Sen. William E. Brock III (R-Tn.), "Pete" for Sen. Peter V. Domenici (R-N.M.), "Bob" for Sen. Robert Dole (R-Ks.), "Abe" for Sen. Abraham Ribicoff (D-Ct.), and "Jake" for Sen. Jacob Javits (R-N.Y.). So now you readers know why it pissed me off when David Foster said, "Please don't call me Dave . . . it's David." Holy shit, what an ostentations parade of self-importance. No wonder David and Stanley "Narcissus" Searle get along so well. Narcissus was the Greek youth who fell in love with his own image in a pool of water, pined away at his beauty, and was finally metamorphosed into the narcissus flower if you will recall. Nothing like a humble president of the NCTA who can get out in the field and relate with the rank and file. I think I'll spit up . . . twice!

Mr. Solemn wearily cleaned his glasses and rubbed his eyes bleary from the thick blue haze of smoke which had accumulated in the room after eight hours of continuous haggling. Acutely aware of the babbling voices, he impatiently tapped the gavel.

"Gentlemen please! This is the 269th meeting of the copyright negotiating team and I have done everything in my power but bring in Henry Kissinger to sort this mess out."

Mr. Canelloni, chief negotiator for the copyright owner glanced at his 18 kt. gold Rolex and thought to himself that he had better conclude the meeting in a hurry. After all the rush hour was approaching and his stewardess friend would be arriving at Kennedy in less than two hours.

"Gentlemen! gentlemen! I promised my wife that I would be home early for our dinner party tonight so let's wrap this session up. I'm gonna make you a deal that you can't refuse." Rising to his feet, he drew himself up to his full 5'4" and motioned to his assistant to place a large card on the tripod.

"Here's the deal . . . 18 per cent of gross for distant signals, ten percent for locals, and since nobody watches 'em, ETV's go for five. For syndicated origination material, only \$1.50 per subscriber per month," he said pausing for the expected howl.

"Well what about movies for pay cable," shouted a well known MSO executive. "If your gonna steal the eggs, at least don't kill the goose."

"Look, you know the producers and distributors have to think about NATO and NAB. Let's face it . . . today those folks are their big clients," he said trying to sound apologetic. "Now you boys know we are all thinking of the big pie-in-the-sky. Since we know it's lined with gold, we want to be your partners in progress — 50/50 partners."

Mr. Solemn knowing that those parking lot revenues wouldn't keep him afloat forever, groaned loudly.

"That's absurd! We don't mind making concessions on payments for traditional CATV service, but pay TV's the life blood of this industry — just ask any cable operator."

He meditated for a moment and felt a twinge of sympathy for the small operator. "Well let me clarify that. We still have a few small operators that haven't been bought out yet. What about them?"

Smoothing down his hair, careful to wipe the excess pomade on his handkerchief, the copyright negotiator fixed his adversaries with a benevolent smile.

"Hell, we will exempt any system with less than 100 subscribers."



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The situation:

It is now well known that expanded polystyrene provides superior electricals in coaxial cable. It permits longer trunk runs using smaller cables with fewer amplifiers, than is possible with expanded polyethylene.

The problem:

In the beginning, polystyrene was not quite as flexible as other dielectrics and had a tendency to buckle occasionally when mishandled. In all other respects, polystyrene was far superior to anything yet developed. It still is.

The solution:

Through constant development and testing, Comm/Scope has an extremely high-quality polystyrene dielectric—the specs are ultra-rigid. Then we developed production techniques that guarantee uniformly consistent dielectric properties. And finally, we'll show you some simple procedures for loop formation which maximize service life in the presence of severe changing environments. Our representatives are available to pass these methods on.

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Legislative conference exceeds expectations

Congressmen were so interested in the legislative meetings that in many cases the meetings ran over the expected 15 minutes, making some operators bushed, after meeting with as many as nine Senators and Congressmen.

NCTA operatives in the legislative arena say they're pleased with the response and results so far from a series of legislative conferences for cable system operators.

About 80 operators from the southeast turned up last week for the first such conference. They were addressed by Sen. Marlow Cook (R-Ky.) and Martin Hamberger, administrative assistant to Sen. Hugh Scott (R-Pa.). The cable operators also were briefed on pending legislation and political contacts, gave a reception for legislators' staff assistants, visited members of Congress and then met again for a closing review session.

Chuck Lipsen, NCTA vice president for government relations, said the conference exceeded expectations, not only in turnout but in interest and accomplishment.

The problems he found were the kind leaders of trade-association legislative efforts should have more of: delegations visiting Capitol Hill offices found in some cases Congressmen so interested that meetings ran beyond the expected 15 minutes, making the cable operators late for other appointments; some operators were bushed after meeting with as many as nine Senators and Congressmen.

Lipsen had warned the cable operators, however, to come prepared for work. He believes this kind of small-group activity, coupling intensive preparation and close personal contact with legislators, will be of greater value than the "big bash" thrown by NCTA for legislators in the past.

In briefing cable operators for their Capitol Hill missions, Lipsen disclosed that two bills backed by NCTA would be introduced soon: one instituting an inquiry into government ownership of communications media, and another providing for "uniform regulatory sharing"—the spelling out of which aspects of cable TV would be regulated by Federal and local authorities.

The government-ownership re-

solution is expected to be introduced by Sen. Cook, who told the operators at the opening-day luncheon of the conference that he had rarely seen legislative problems "more extensive than those presented by your industry. If it were not for the impressive social significance your capability promises, legislators and regulatory people would have probably long ago thrown up their hands. But there obviously is a great future for your industry and great benefit to the American public."

Hamberger advised the operators to establish contact with their Congressmen and to present themselves as "a responsive and responsible businessman with legitimate business interests. Stop by at recess when he is in the district; have lunch with him; talk to him; get to know his legislative assistant or administrative assistant."

Asked about the copyright bill, Hamberger said that this year "we've got three votes on the other side . . . We've got to switch Sen. Fong, is what it boils down to." He was referring to Sen. Hiram Fong (R-Hi.), one of five members of the Senate Subcommittee on Copyrights, Trademarks and Patents, headed by Sen. John L. McClellan (D-Ar.).

However, a subcommittee staff

aide said the bill Hamberger referred to, for which Fong holds the swing vote, is a patents bill, separate and distinct from McClellan's copyright bill. That bill is expected to be reintroduced in identical form to one approved by the Subcommittee in the last Congress; it never made final passage. The McClellan bill and the ones on government ownership and regulatory sharing were the ones Lipsen asked the operators to emphasize in their Hill visits. He also advised those with originating capability to stress the exposure they could offer Congressmen who want to report to constituents at minimal cost.

At the outset of the conference NCTA provided the operators with kits containing information on their Congressmen and Senators, staff assistants and appointments made for the operators by Lipsen and his staff. The operators also got a contact form to be left with NCTA, detailing who was seen, what was discussed and how the contact seemed to react to cable operators' problems.

Lipsen said he found a couple of operators who said they had "just about given up" on NCTA, but who now seemed charged with new enthusiasm for the organization after the down-to-brass-tacks sessions of the conference.

NCTA requests hold up on fee increases

NCTA has asked the FCC to hold up on proposed increases in annual fees for cable systems until the Supreme Court rules on the Commission's original CATV fee schedule adopted in 1970.

In comments on the fee-hike proposals NCTA strongly disputed the benefits-to-recipient rationale for collecting the fees and pointed out that the Commission already had admitted collecting 200 per cent of what it was supposed to receive from cable systems to cover its cable-regulation budget.

NCTA attorneys also contended that Commission calculations of costs it would have to recover from cable next fiscal year were off, and that

the Commission "grossly" underestimated total subscribers in figuring an increase from 30 to 40 cents per subscriber in annual fees.

According to NCTA computations, the total cost that should be chargeable to cable regulation, and to nonspecific Commission activities spread proportionately among communications services, is \$2,628,102 instead of the \$3,100,000 amount sought by the Commission. NCTA used available budget figures to reach its figure but pointed out that it is still trying to get from the Commission data on which the proposed increases are based. One clear dis-

Continued to page 8...

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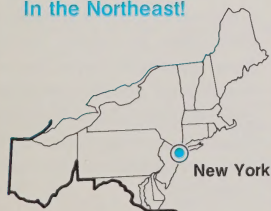


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Continued from page 6...

crepancy easily arrived at, however, is the difference between the total FCC budget request on which the fee schedule was based — \$42,408,000 — and the request finally sent to Congress after Office of Management and Budget review — \$36,860,000.

As for subscriber estimates on which the Commission based its proposed increase of ten cents a head, NCTA maintained that the Commission "had not exercised proper care in its calculation, and for the first year of the new fees the CATV industry will have a subscriber base much in excess of the 6,667,000 subscribers total used by the Commission." NCTA questioned the sources and bases for that estimate and said actual present subscriber levels and "the best available information" point to an 8 million total by the end of calendar 1973 (midway in fiscal 1974).

At that level, and figuring in proposed increases in filing fees, NCTA estimated that the amount collected "will be more than \$1 million in excess of the amount the Commission indicated it would charge the CATV industry — 88 per cent of the CATV cost of regulation."

Asking the Commission to hold its fee rulemaking in abeyance until the Supreme Court decides whether to review regulatory fee cases before it, NCTA said, "Such action will avoid compounding the already serious problem of Commission repayment of fees should NCTA prevail in the high court and insure that the Commission does not expend useless effort in an illegal action."

Even if the original fee schedule is upheld, NCTA said fees should be held there, because under that schedule the Commission would collect more than enough to cover 88 per cent of CATV costs. Should the increases be imposed anyway, NCTA urged the Commission to recover costs through a grant fee payable by systems granted certificates of compliance "in equal installments over five years." This would avoid inequitable fees on systems already in operation, and on those with certificate applications stuck in processing delays, NCTA said.



By George Eagle

TelePrompTer Corp. attorneys are inclined at the moment to appeal the recent CBS decision by the U. S. Court of Appeals (Second Circuit) to the Supreme Court rather than go back to square one — the U. S. District Court in New York City.

That's not a final determination of TelePrompTer's next legal move, however. TPT has 90 days from March 9 in which to ask the Supreme Court to review the case. The Court of Appeals upheld TPT on most of the copyright claims made by CBS but said three systems had carried distant signals which took them across the line between viewers and broadcasters and thus might make them liable to copyright payments. The appellate court sent the case back to District Court for argument of that issue and fixing damages, if any.

There are some mild jitters in cable corporate offices over how the case will come out. It is recalled that the *Fortnightly* case went through the same Court of Appeals en route to the Supreme Court, and in the CBS case the appellate court carefully left *Fortnightly* intact as applying to master antenna systems.

It's thought that controllers of investment capital will be asking estimates of copyright costs when cable entrepreneurs come for their money, and if the Supreme Court doesn't take the CBS case, those estimates will be hard to make in the absence of a cable-copyright law.

The McClellan copyright legislation thus takes on more urgency, and at a time when movie

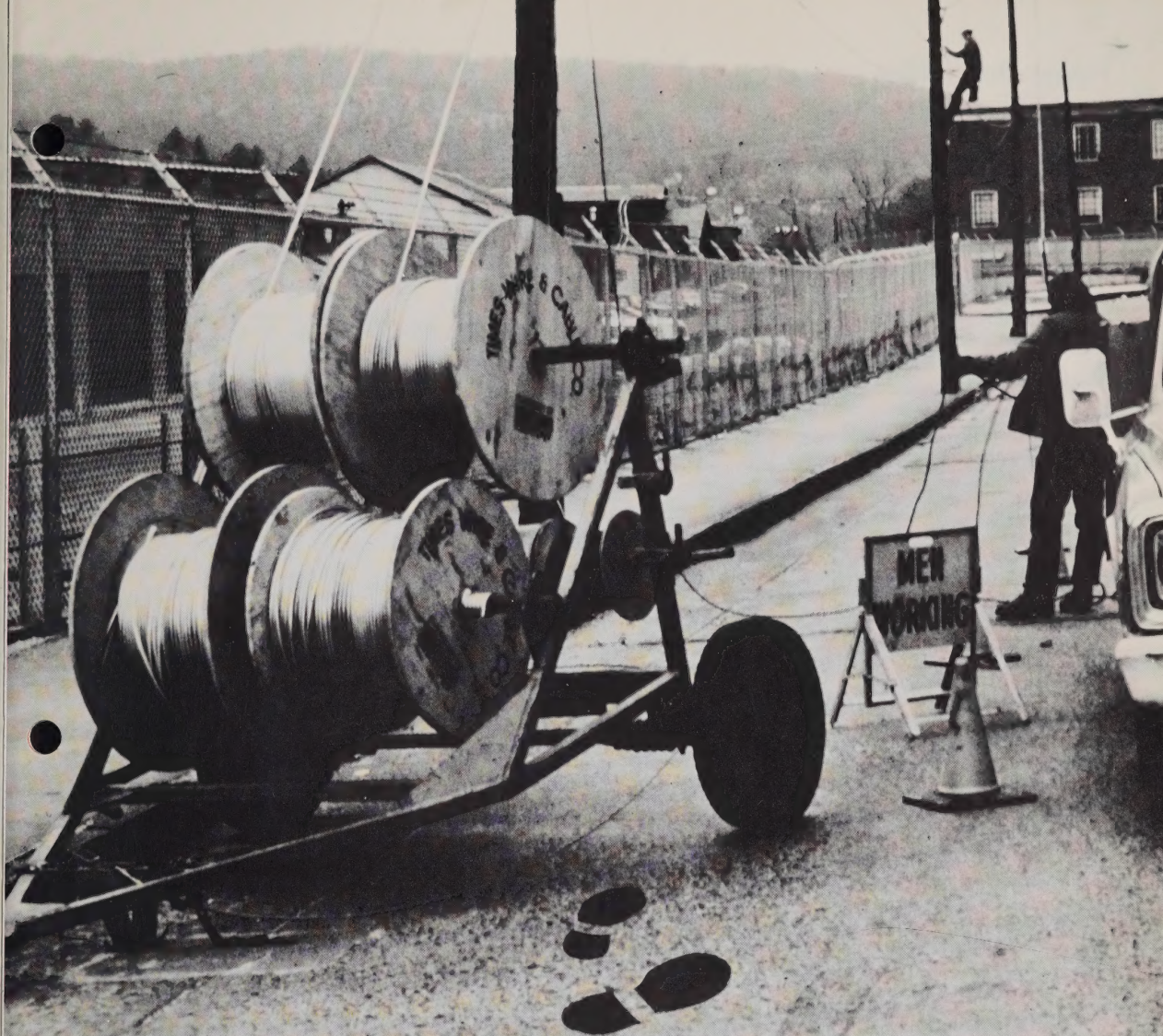
An eagle-eyed view of the cable industry

producers are rumored to have pulled back support after appearing close to giving it.

The first petition for waiver of the FCC's cross-ownership rules to be filed since the Commission's order reaffirming the rules, but inviting waivers, comes from Valley Cable in South Bend, Ind. The system is owned by three TV stations and is believed to be the kind of system the Commission had in mind for waiver: none of the stations gets a competitive edge over the other by having a cable system.

At the NCTA legislative conference Chuck Lipsen, vice president for government relations, threw in some translations of Capitol Hill talk to make sure his pupils didn't get wrong ideas. Talking about the importance of key aides, Lipsen recalled that one Senator's most trusted and relied-upon aide was his secretary, and a caller once was told, "The Senator is with his secretary on the floor." That meant the Senator, accompanied by his secretary, had gone to the floor of the Senate chamber for debate and voting.

TelePrompTer's former chairman meanwhile is reported to have gone to prison. Irving B. Kahn is said to be at the Allenwood (Pa.) prison farm near the Federal penitentiary at Lewisburg, Pa., while awaiting the outcome of his own appeal to the Supreme Court.



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TIMES

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Home Box Office acquires pay-TV rights for basketball games

The American Basketball Association and Home Box Office, Inc., announced recently that Home Box Office has signed an exclusive five-year contract for North American cable and pay television rights to ABA pre-season, regular season and playoff games.

The series will begin with the telecast of the Kentucky Colonels-Virginia Squires game live from Norfolk, Va., to more than 5,000 Home Box Office subscribers in Wilkes-Barre, Allentown and Bethlehem, Pa.

ABA Commissioner Robert S. Carlson said the league foresees the development of cable and pay TV as a significant new way of increasing the number of fans able to follow ABA basketball. An important advantage of the agreement, he said, is that it supplements rather than takes the place of conventional television coverage.

Home Box Office has similar exclusive contracts with Madison Square Garden, the Milwaukee Bucks and Boston Celtics of the National Basketball Association and other sports organizations.

"This is the first league contract negotiated for pay and cable TV in any sport," Gerald Levin, vice president in charge of programming for Home Box Office, said. "We are particularly pleased to have reached such an agreement with the ABA, which is the habitat of many of the most colorful players in professional basketball."

Chromalloy-American creates new production division

Chromalloy-American Corporation of St. Louis has formed a new division to be known as Schary Productions, it was announced by Joseph Friedman, chairman and chief executive officer of Chromalloy-American. Schary Productions, which will be headed by Dore

Schary, will be a production company headquartered in New York City that will make and acquire motion pictures, plays and musical programming, and will be involved in other facets of the performing arts, creating presentations for theaters and pay-television.

Schary is also president and chief executive officer of TheatreVisioN, Inc., an affiliate of Chromalloy-American and Laser Link Corp. of Woodbury, Long Island.

In the few months since the formation of TheatreVisioN, Inc., it has become a major force in the pay-TV field, having launched its first successful test in Sarasota, FL, area. In the Sarasota test, subscribers have been and are receiving programming that includes first-run motion pictures and quality musical programming in addition to such special attractions as the recent George Foreman-Joe Frazier heavyweight championship fight.

Times Wire expands as demands increase

Times Wire and Cable Company announced the construction of a new manufacturing facility, as the result of accelerated demand for its coaxial cable, according to Robert W. Burton, president of Times Wire.

Construction of a new cable manufacturing plant in Meriden, Ct. has started. Manufacturing operations are scheduled to begin in the new facility by mid-1973, providing nearly 100,000 square feet for the manufacture of cable products for the cable TV industry. Times Wire will continue to have its headquarters and all other cable and cable assembly production in Wallingford, Ct., according to Mr. Burton.

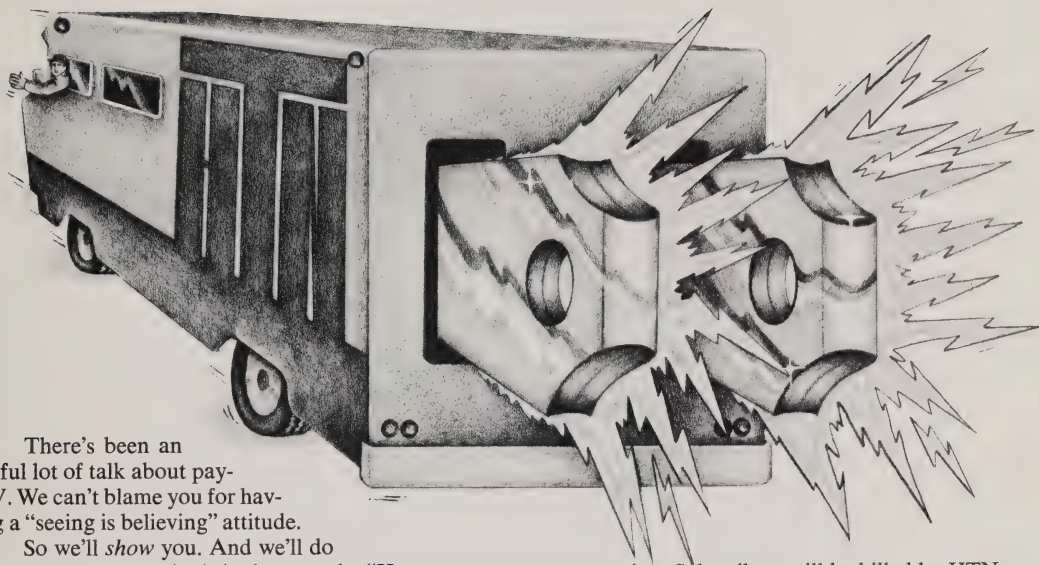
Times' coaxial cable production capability has also been increased 30 per cent by the completion of a 40,000 sq. ft. addition to its Phoenix plant, which will double the output capability of the Dynafoam and Alumi-foam lines of coaxial cable for the western U. S. market.

CONFERENCE TelePrompTer Manhattan CATV hosted district directors of communications from 12 Northeast districts of the United Methodist Church during their communications conference in New York. Henry DePearson, TelePrompTer Manhattan assistant general manager, is shown with the churchmen at TelePrompTer's 178th street studios. Pearson took them on an intensive tour of TelePrompTer's studios, and talked about the church's role in cable TV when he addressed them at a dinner at Trinity Episcopal Retreat Center at 115th street.



"Mixed emotions . . . that's watching your mother-in-law drive over the cliff in your brand new Cadillac."

Home Theater Network is ready to plug in.



There's been an awful lot of talk about pay-TV. We can't blame you for having a "seeing is believing" attitude.

So we'll *show* you. And we'll do it in your own town by bringing you the "Home Theater Network on Wheels."

We'll give you a private demonstration of our system and sneak preview of available programming.

With the Home Theater Network, there are no pre-purchased cards or tickets which self-destruct in "black boxes" or otherwise unscramble signals, nor are calls to operators necessary. A compact ordering unit, communicating with a computer, allows HTN viewers to request programs by telephone—on impulse! The control is absolute. The picture is perfect. And the unit itself is goof-proof.

No other system makes it so simple for a customer to purchase his entertainment. Or makes it so simple for *you*. HTN computers automatically record charges the instant a customer orders his

programming. Subscribers will be billed by HTN or through major credit cards—without involving *your* company's personnel.

All *you* have to do is transmit our two channels of programming...and collect your share of the gross receipts.

What about programming? In addition to current motion pictures, HTN's developing nationwide microwave network will allow us to deliver—live—everything from Broadway plays to rock concerts and special sports events.

Cable systems passing over 2,000,000 homes have already joined the Home Theater Network. Wouldn't you like to know why? A call or a letter is all it takes to bring our mobile demonstration unit to you.

Home Theater Network

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The First True Network of Pay-TV

BCA becomes new financing firm

The formation of Becker Communications Associates was recently announced by A. G. Becker & Co., Inc. BCA is a limited partnership which will provide specialized financing and consulting services to cable TV and other communications systems. The BCA staff will be headed by Jim Ackerman, formerly president of Communications Advisors, Inc. of Indianapolis, In. Concurrent with the formation of BCA, the assets and personnel of Communications Advisors were acquired by A. G. Becker & Co. The BCA partnership will provide financing assistance to large and small communications systems which require funds for the development, expansion or modernization of the system's facilities. Financing assistance will be provided by means of direct loans from the BCA partnership and, when appropriate, by arranging loans from other financial institutions.

Joining with A. G. Becker & Co. in the partnership are a number of other limited partners including insurance companies, banks, corporations and a partnership. Together they have provided \$11,500,000 in partnership capital. In addition, BCA has secured a \$25,000,000 credit facility from two major banks. Communications Properties, Inc. of Austin, Tx., will serve as technical advisors to BCA and will also participate in loan decisions along with senior executives of A. G. Becker & Co.

Scientific-Atlanta enlarges sales force

Scientific-Atlanta, Inc. has added three new account managers to its nation-wide sales force to bring added emphasis to the company's expansion into the telecommunications and cable TV markets.

Roy Schaub, formally with Singer, has joined the California office

covering the western states. George Mierisch, formally of Magnavox, will be selling in the Great Lakes region working out of the St. Louis regional office. James Razor has been transferred from Scientific-Atlanta's instrumentation division to the Southeastern regional office, where he is assigned to servicing cable TV customers.

AELCC awarded turnkey contract

A turnkey contract for the installation of a cable plant in Butler, N.J., has been awarded to AEL Communications Corporation by Columbia Cablevision, which has recently merged with United Artists Cablevision.

Utilizing superband 50-270 MHz equipment, the system features automatic slope and gain amplifiers.

In the past, AELCC has furnished bills of materials to both Columbia Cablevision and United Artists Cablevision. This award is AELCC's first complete turnkey contract with either organization.

Telesis completes \$2,750,000 deal

Telesis Corporation of Evansville, In., an operator of cable TV systems in 43 mid-western communities, has signed a \$2,750,000 contract with Jerrold Corporation for turnkey construction in eight additional systems.

The communities involved are Henderson, Ky.; Moorhead, Mn.; and Lebanon, Carmel, Alexandria, Elwood, Franklin, and Martinsville, In. The eight systems will have a total potential of 30,000.

The systems will be built for two-way capabilities with 27 forward channels and four reverse using Jerrold's Starline 20, push-pull series.

According to Richard F. Shively, president of Telesis Corporation, this contract marks the start of a major expansion program for Telesis. The company holds and has applied for additional franchises which should double its size within the next three years.

CONTRACT Shown at the recent signing of a \$2,750,000 contract for Jerrold are: (left to right) Dan Lowe, manager of Henderson Cable TV, Henderson, Ky.; Bruce Lane, Jerrold Corp.; and Robert D. Ossenberg, vice-president of Telesis Corp.



Item from Oklahoma City newspaper: "The City Council turned down a proposed amendment, although more council members voted for it than against it. Five members voted to adopt the amendment and four voted to reject it." I guess that makes sense to today's government!



THIS IS NO WAY TO DECIDE!

Gambling can be fun, but not where Time/Temperature/Weather equipment for cablecasting is concerned. Sure, we could build the one and only Weather/Scan a little cheaper by cutting corners on quality . . . but we won't. Price can be higher by far in the long run when you fall for the "our's is just as good and a lot cheaper" line. We know what it takes to make equipment that is trouble-free . . . and broken down equipment is hardly any bargain at any price.

So if you want to be sure of dependability, get the one and only Weather/Scan manufactured by the R. H. Tyler Company. We know exactly what goes into each Weather/Scan . . . and as a result of decades of service in the field with hundreds of units . . . we know that the only way to assure trouble-free operation is to begin and end with quality. Quality components. Quality workmanship. A quality package. Weather/Scan.



the
one!

the
only!



Weather Scan, Inc., Loop 132 & Throckmorton Hwy.,
Star Route, Olney, Texas, 817/564-5688

Collins announces new overseas subsidiary

Collins Radio Company has announced the formation of a new overseas subsidiary known as Collins Radio Company of Japan, Ltd.

Robert C. Wilson, Collins president and chief executive officer, said Collins and Kyokuto Boeki Kaisha, Ltd. of Japan have formed the new subsidiary to produce and market electronics equipment. Collins owns 57 percent of the new company.

Initial plans call for production of certain amateur and maritime communication products.

W. C. Hubbard has been appointed vice president and general manager of Collins Far East International operations and will be headquartered in Tokyo.

The United States Court of Appeals for the District of Columbia Circuit has affirmed Commission decision released November 1, 1971, which denied the application of Heart of the Black Hills stations for renewal of licenses for television stations KRSD-TV, Rapid City, and KDSJ-TV, Lead, S. D.

TeleMation forms an advertising agency

TeleMation, Inc. has announced the formation of an advertising agency, Mountain Media located in Salt Lake City, Ut. According to TeleMation vice-president of marketing John J. Kope, the agency will handle the production and placement of all TeleMation advertising, news releases and public relations information.

Mountain Media will be under the direction of Greg M. Jarrard, who

presently heads TeleMation's advertising and public relations department.

Working with Mr. Jarrard will be Erick V. Myers, public relations writer, Laura Lee Winder, advertising writer and Lynn Hicks, department secretary. The agency is supported by an eleven-man graphic arts and printing department.

Franchise available

In accordance with Air Force regulations, the Dover Air Force Base is contemplating the solicitation and award of a cable television franchise agreement. The contemplated request for proposal will be issued within the next two months.

Any concern interested in receiving a request for proposal should write the Base Procurement Office (PMV), Bldg. 704, Dover AFB, Delaware 19901.

Satellite granted construction permits

The applications of Satellite Systems Corporation (SSC), operator of a cable TV system at the K. I. Sawyer Air Force Base, Mi., for construction permits in the Cable Television Relay Service have been granted by the Commission. SSC proposes to carry the signals of stations WBAY-TV and WLUC-TV, Green Bay, Wi. The signals had been received over the facilities of a microwave common carrier. SSC indicated it was carrying WBAY-TV before March 1972, but said carriage of WBAY-TV had been restricted because of limitations on the common carrier microwave facilities.

A petition by American Microwave and Communications, Inc. opposing the grant, was denied. AM&C alleged that WLUC-TV had opposed one of its applications and not SSC's so that WLUC-TV could benefit from selling or leasing antenna sites to SSC. AM&C further asserted WLUC-TV objected to its application because the signals were not

grandfathered.

WLUC-TV denied there was any foundation for the allegations and indicated it neither uses, owns, nor has any economic interest in the antenna sites of SCC proposes to use. SSC questioned what standing AM&C had in the proceeding, and suggested that any wrongdoing of WLUC-TV be directed to the Commission's Broadcast Bureau for appropriate action.

The Commission said SSC appears eligible to hold the authorization applied for, and noted there were no "technical impediments" to the grant.

It pointed out that all questions of possible misconduct by AM&C were raised against WLUC-TV, and said it would not "be appropriate" to deny or set for hearing SSC's application.

Gill Cable, Inc. and Gill Industries have filed a petition in the United States Court of Appeals for the Ninth Circuit, San Francisco, Ca., for review of a Commission cable TV rulemaking released July 1, 1970, which prohibited cross-ownership of cable TV systems and TV stations, and Memorandum Opinion and Order released Jan. 31, 1973, denying petitions for reconsideration.

Franchise issued

Vacationland Cablevision, Inc., operator of the cable TV system in Baraboo, Wi., has announced that it has been awarded the cable television franchise for West Baraboo, Wi. Vacationland will begin construction in West Baraboo as soon as possible and will combine operations under Larry Chambers, present manager at Baraboo.

Vacationland is owned by Hawkeye Communications, Inc., Des Moines, Ia. Hawkeye operates cable television systems in three Midwest states.

"The creative man of words, no matter how bitterly he may criticize and deride the existing order, is actually attached to the present. His passion is to reform and not to destroy." Eric Hoffer.



Peter A. Gross has joined TelePrompTer Corporation's legal department as corporate counsel, it was announced by TelePrompTer president William J. Bresnan. Gross will assume major responsibility for the company's corporate and securities legal work, reporting to Arthur A. Anderson, TelePrompTer's legal counsel.

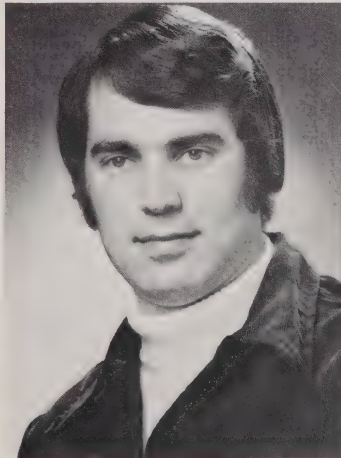


Vice president Caywood C. Cooley has assumed additional duties as general manager of the terminal access products group for the Magnavox Company. Cooley will exercise overall responsibilities for such devices as channel converters, subscriber response equipment and new premium TV system products.

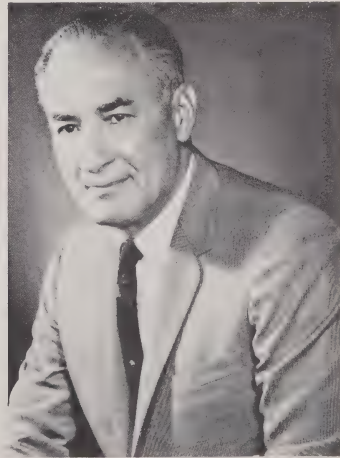
Marshall M. Carpenter, Jr. has been appointed manager, market development for the SRS division of Theta-Com of California. He will plan and coordinate implementations of pilot systems to offer the broad range of interactive cable subscriber services that are now possible through the use of equipment manufactured by the SRS division.



In a move to expand service to the Midwestern CATV industry, Don Nelson has joined Anixter-Pruzan's St. Louis office as sales representative. He will serve cable systems in Southern Illinois, Kansas, Nebraska, Ohio, Missouri and Kentucky. Formerly a sales representative for Sears Company, Nelson was senior designer for the Tally Corporation in Kent.



David Brody has been assigned advertising and public relations responsibilities by Jerrold Electronics Corp. Brody will maintain his current duties assisting Jerrold customers with the promotion of their cable systems. His new duties include advertising agency liaison, media design, public relations, conventions and exhibits and sales promotion.

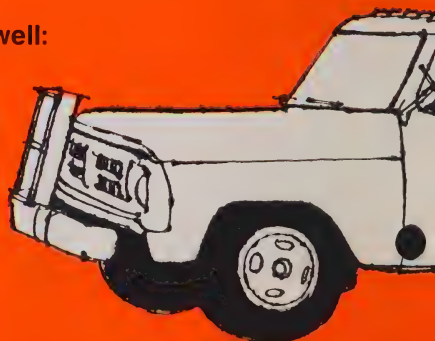


Now



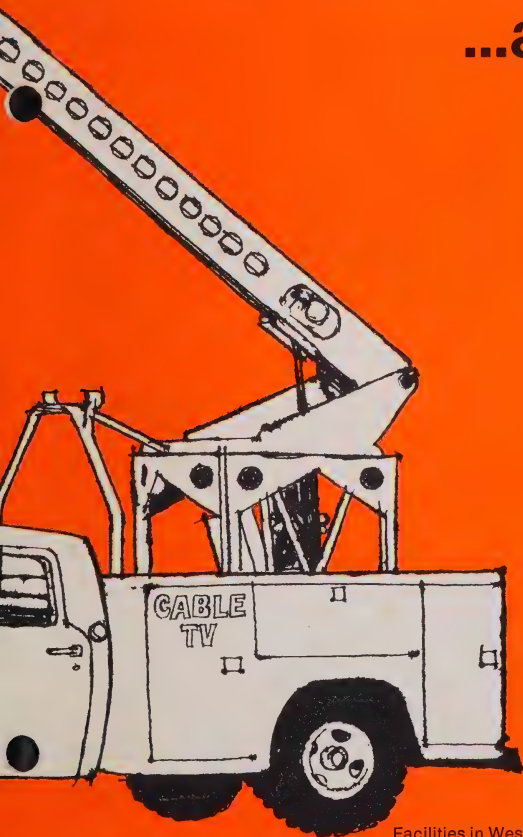
Here's what you put in the basket that makes it work so well:

- Jerrold 727A Field Strength Meter
- Texscan Attenuator RA/70 F and RA/71 F
- Tektronix Model 5103N/D11 Storage Oscilloscope
- Tektronix Differential Amplifier Model 5A20 N
- Tektronix Time Base Model 5B10 N
- Tektronix C-5 Camera
- Cascade Post-Amplifier Model 4-40



1 man can sweep your system faster than 2 men.

How? with sweep gear in the basket
...a TELSTA EXCLUSIVE!



Here's a new way to maintain high picture quality and reduce your manpower costs. Sweep your system directly with a Telsta Aerial Lift basket, equipped with a specially-designed removable sweep module. The technician never leaves the basket and he doesn't need a second man. You can order your Telsta installed on a 1-ton conventional truck or van. You'll get low maintenance and a long working life (we call it up-time, as opposed to down-time). You'll get power in the basket, too . . . 1500W for your sweep gear and tools. You get 34 feet of working height, 22 feet of horizontal reach and 720° rotation. Drop us a line today at P.O. Box 666, Westminster, Colo. 80030, or if you're really in a hurry, call (303) 427-3700. On our nickel.

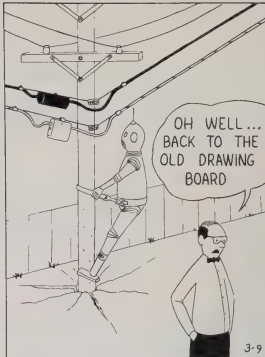
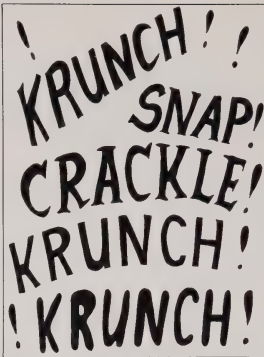
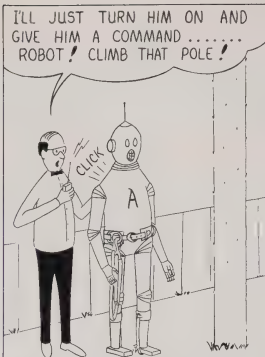
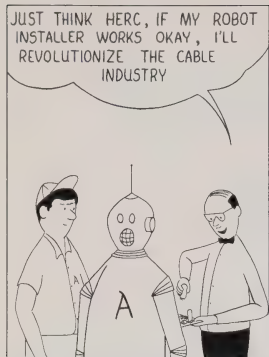
TELSTA

**General
Cable**
CORPORATION

APPARATUS DIVISION

TELSTA / PUREGAS / MOPECO

Facilities in Westminster, Colorado; San Carlos, California; Frederick, Maryland; Atlanta, Georgia.



Ideas are solicited for the Ajax Cable Co. and \$5 will be paid for each one used. For a 4½" x 14½" copy of this cartoon, send 50 cents to Ron Hathcock, P. O. Box 4312, Yuma, Arizona, 85364.

Trans-World expands services in 11 cities

Trans-World Communications, the closed-circuit television division of Columbia Pictures Industries, Inc., has announced that the ITT Sheraton Corporation of America has exercised its option to install the Trans-World services, Tele/Theatre, Tele/Ad and Tele-vention, into an additional 18 Sheraton hotels in North America and England.

The agreement, announced jointly by William J. Butters, president of Trans-World, and Howard P. James, president of ITT Sheraton Corporation of America, calls for the installation of the Trans-World facilities into more than 10,000 rooms in hotels in Houston, Los Angeles, San Francisco, Dallas, Boston, Detroit, New York, New Orleans, St. Louis, Washington, D. C., and London, England. Installation will begin this month and will be completed by December, 1973.

"This expansion is testimony to the quality and popularity of the Trans-World services and highlights Sheraton's pledge to provide every guest with the most modern accommodations and services available," Mr. James said.

The Trans-World services include Tele/Theatre, which close-circuits current motion pictures into individual hotel rooms for a fee; Tele/Ad, which

close-circuits a sponsored film designed to acquaint guests with the entertainment and cultural attractions of the city they are visiting, and Televention, which close-circuits into each guest's room the various events of specific conventions or exhibitions.

Marshalltown to receive cable service

James S. Crownie, executive vice president, Hawkeye Communications, Inc., and John Lubetkin, manager-market development, Athena Communications Corp., jointly announced that Marshalltown Cablevision, Inc. has been chosen by the Marshalltown City Council for a cable television franchise in that city. The franchise is subject to the approval of Marshalltown voters at an April 17, 1973 special election.

Crownie said: "We are gratified by this vote of confidence by the Marshalltown City Council. Our service will be of the highest quality, providing our Marshalltown customers with television viewing exceeded nowhere in the state. We will offer 26 channels — including all present channels, channels from Minneapolis, Kansas City, or Chicago, and local Marshalltown programming — to those persons who wish to subscribe for a monthly fee in the \$5 to \$6 area."

The building of the cable TV system in Marshalltown is estimated to

cost \$1,250,000 and should be completed within 18 months following FCC approval. An office will be established in Marshalltown, and approximately 15 new jobs will be created.

Preceding the April 17 special election, whose cost will be born by Marshalltown Cablevision, Inc., explanatory material will be made available to all residents. In addition, residents will be encouraged to phone their questions to an office in Marshalltown established for that purpose. Marshalltown Cablevision, Inc. is a new company owned equally by Hawkeye Communications, Inc. and Athena Communications Corp.

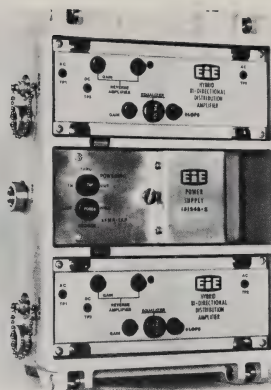
ATC awarded two new franchises

American Television and Communications Corp. has announced that it has been awarded two new franchises to construct and operate cable television systems, and also reported the acquisition of an operating system.

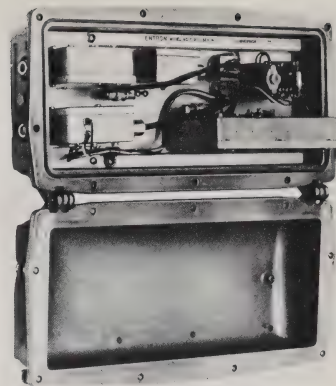
Monroe Rifkin, ATC president, reported the company won the franchises in Champaign, Ill., with a population of approximately 60,000, and in Delaware, Oh., with a population of about 20,000.

The Champaign franchise is the company's first in the State of Illinois. The Ohio franchise is adjacent to an existing one in Columbus, the state capital.

Heavyweight Joe Bugner lasted 12 rounds with Mohammad Ali in Las Vegas. That's not bad. It's hard to last 12 rounds of ANYTHING you do in Las Vegas!



Electronic Industrial Engineering has expanded its family of versatile amplifiers with the series 40 discrete, series 50 hybrid and series 40/50 hybrid/discrete products. These new amplifiers include distribution, bridger trunk, intermediate bridger and trunk models. For more information contact: EIE, 7355 Fulton Ave., North Hollywood, Ca. 91605.



A new series of UHF to mid-band solid state crystal controlled cable converters has been developed. The new converter can accept UHF channel input and provide outputs in the IF and mid-band range. UHF to VHF channel conversions are also available. For more information contact: Entron, Rt. 79, Morganville, N. J. 07751.

A new sub-channel version of their recently developed UNIMOD TV modulator has been announced by Jerrold Electronics. Completely solid state, the new unit is notable for reliability and low cost. For more information contact: Jerrold Electronics Corp., 401 Walnut St., Philadelphia, Pa. 19105.



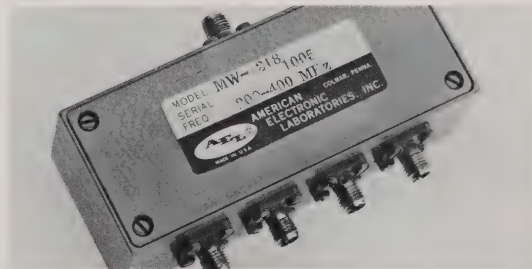
A new transmitter monitor for Theta-Com AML multi-channel microwave transmitters which allows the monitoring of output signal quality at VHF frequency is now available. For more information contact: R. P. Walters, Theta-Com AML Division, 9320 Lincoln Blvd., Los Angeles, Ca. 90045.



A newly designed coaxial attenuator for use in-line to adjust the r.f. signal input and output at the headend, as well as the input to set-top converters has been announced. The attenuator features aluminum sheathing. For more information contact: Ameco, Box 13741, Phoenix, Az. 85002.



The series MW-1200 N-way power dividers/combiners, designed for application in monitoring systems or for use in a single antenna with many-receiver systems, has been introduced by American Electronics Laboratories, Inc. For more information contact: AEL, P. O. Box 552, Lansdale, Pa. 19446.





"Three thousand feet of hot news film to get on the air in five hours. And something wasn't working right.

"Our processor, which had developed hundreds of thousands of feet of film with total reliability, suddenly developed a problem.

"So I called Bruce Berner. He's the Kodak Sales and Engineering Representative who has helped us before with technical assistance and guidance. He came over right away because I told him we needed him. Fast.

"Bruce remedied the situation quickly... and then he stayed on the job for several hours to double-check everything. The processor functioned perfectly, and I didn't have to air last night's news.

"But what's more important, Bruce is always available whenever we need him. It's a good thing, because life around a television station can get kind of hectic, and a cool head always helps.

"That's why I stick with Kodak and Kodak products. And with technical assistance from experienced personnel like Bruce Berner."

Edward E. Thompson, Director of Photography,
WAVE-TV News, Louisville, Kentucky.

Bruce Berner, Kodak Sales and Engineering Representative.



EASTMAN KODAK COMPANY

Atlanta: 404/351-6510/Chicago: 312/654-5300/Dallas: 214/351-3221/
Hollywood: 213/464-6131/New York: 212/262-7100/San Francisco:
415/776-6055/Washington, D.C.: 202/554-9300.

FCC Inquiry Into Small Systems/CEAS

This article from Tech Talk, a monthly paper by CADCO, Inc. of Oklahoma City, Ok., is one of the most comprehensive and fairest answers to possible modification of Part 76 of the FCC rules. It is of such timely and general interest that CABLE NEWS feels it should be published in its entirety.

The Federal Communications Commission has announced an inquiry into the *special problems* of the small CATV systems. Neither problems nor small have been defined by the Commission in the announced inquiry. Rather, the Commission is asking for guidance in both areas. The deadline for all comments has been set for February 28, 1973.

It would appear, by the scope of this inquiry, that the Commission is saying:

"We (the FCC) recognize that perhaps the full scope and content of Part 76, as adopted in February 1972, may not be entirely fair to the small CATV operator."

And, it would seem, that the Commission is asking the CATV industry to:

"Tell us your views, and, comment on how Part 76 might be modified or corrected to make small system operation more feasible."

If you are small, plan to be a "small operator," or even merely had a small operator to dinner once; this is your oppor-

tunity to speak out, and be heard; and to have your views studied and considered.

Coming within less than one year from the effective date of Part 76, it is a welcome sign indeed that the Commission may truly be prepared to separate the "smalls" from the "biggs" at the regulatory level.

The Commission has given the CATV industry this opportunity to sound off and be heard. This may be the last opportunity for this type of study for quite some time. After this hearing is completed, we believe that the mold will have been cast.

If the Commission was convinced that Part 76 was (already) fair and equitable, for everyone (including the "smalls"), this inquiry would never have been opened. This shows "good conscience" at the Commission on this matter. The Commission has an "open ear" at the moment, regarding the special problems of the "smalls;" let us fill that "ear" with our views, our plans, our gripes, and our prejudices.

CADCO will file a response to this notice of inquiry. We, however, carry very little weight at the Commission. We neither operate systems now, nor do we plan to in the future. The problems that you now have, or expect that you will have, by operating your system under the guidance of Part 76 is the issue in question.

The Commission wants to hear how you find Part 76 incompatible with your operation, or your plans. And they want to know why you find Part 76 difficult to operate under; and how you would modify Part 76 to suit your small system requirements.

Let's understand that a letter to the Commission stating (in effect) Part 76 is no good for me is not exactly what the Commission has in mind. This inquiry is not a popularity poll for Part 76. In fact, if you can't add something constructive, it may be better to add nothing at all!

On the other hand, you may find the CADCO response outlined here is very similar to your own views. Be assured that the response outlined here will be on file at the Commission by February 28th; and that if you do happen to agree with our views as set forth in this issue of *TECH TALK*, that it would be useful to let the Commission know your views.

If you agree with the CADCO response, write the Commission and say so.

If you agree with some of it, but disagree with other parts of it, write the Commission and say this also; but, spell out the parts that you do not agree with, and offer alternatives.

Finally, if you disagree with CADCO, write the Commission and offer your own alternatives.

The important point is really very simple; the Commission is seeking expert guidance on the very real special problems associated with building and operating a small CATV system. If you are presently a "small," or plan to be, then YOU are the expert they want to hear from.

OUTLINE OF - CADCO Response into Federal Communications Commission Inquiry Concerning Special Problems of the Small CATV System Operator.

In the matter of the announced inquiry into the special problems of the small CATV system operator:

CADCO, Inc. is a small manufacturer of cable television equipment; located in Oklahoma City, Oklahoma. (1) CADCO manufactures a complete line of CATV equipment including CATV headend equipment and CATV plant equipment. CADCO equipment is totally state-of-the-art, totally modern and totally solid-state. It is, *however*, primarily designed to function in CATV systems of 50 miles total plant and less. Each and every ingredient in the typical CATV system, that is within the realm of CADCO manufacture, has been carefully designed to meet the special needs of the "small" CATV system operator.

By way of example, CADCO equipment would probably not be chosen by the operator of a CATV system the size of Tulsa, Oklahoma, or Akron, Ohio. It would and has been chosen by CATV operators in towns such as Tracy, Minnesota (population 2,516); Medford, Oklahoma (population 1,304); and Calvert, Texas (population 2,072).

Within the limited sphere of "small" CATV systems, CADCO is a *major supplier* of equipment and expertise. This includes initial system design, preparation of loan or funding applications, system construction and system operation. CADCO is not the operator of any CATV systems, nor does it participate in the ownership of any CATV systems. CADCO has been instrumental in developing workable funding and construction packages for approximately 20 "small" CATV systems during the past eight months, however, and this experience has allowed this company to formulate system processes that cover the full scope of day-to-day problems that the "small" CATV operator must face and deal with.

It is upon this background of recent and current expertise that this response to inquiry is founded.

DEFINING THE SMALL SYSTEM

The Commission apparently believes that there may be special problems associated with the construction and operation of "small" CATV systems.

CADCO, Inc. concurs.

However, before these special problems can be examined, the term "small" requires some study.

The Commission addresses itself to separating "small systems" from "larger systems" only in the matter of local origination requirements. In the past, the Commission has set forth guidelines that require a system with 3,500 or more primary system subscribers to maintain local origination capabilities.

In the CATV industry, a town with 3,500 *total homes* has a population of approximately 11,550 people (3,500 x 3.3 persons per home). A town with this size population normally would have from 70 miles of plant (50 homes per mile) to 35 miles of plant (100 homes per mile).

To define "small" for a CATV system, we have three obvious possible measurement techniques. They are:

1. **Subscriber Size** — in reality, all systems are "small" the day they begin operation, growing only as their service quality and the needs for their service dictates; but limited at the upper end by the number of total homes in their service

area.

2. **Plant Mileage** — likewise, many systems start small, and grow. Since heavily populated areas are normally cabled first, for cash flow reasons, and lightly populated regions cabled last, setting a maximum-plant-length criteria would only work to the detriment of those citizens living in areas with light population density per mile. If the cable operator were faced with the decision to cable a new area where densities were light, but which would place him over some magical plant size limit and thereby require his upgrading his plant to a new size category, chances are he would not increase his plant. And the lightly populated region would go without cable service.

3. **Town Population Base** — is seldom stationary or static. In most areas of the country, it is growing. However, the rate of growth is usually quite uniform. With a franchise or permit, the cable-influence area is easily pin-pointed at the time that a cable operator would be applying to the Commission for a certificate of compliance; and the real population within that area could be readily established through United States Census Bureau count for the municipality or franchise region. This could be done as a part of the "qualifying-process" that a prospective "small" CATV operator might go through, to be treated as an operator in the "small system" category.

Of these three techniques, CADCO, Inc. prefers the population base method; because it is clean, non-restrictive, and will not lead to reduced system service levels or tempt the prospective CATV operator to stretch the facts.

As previously noted, the Commission has shown a preference for the "3,500 home" count on prior occasion. And, as noted, this interprets into 11,550 population.

CADCO, Inc. would like to propose the following system-size classifications:

1. **The class "A" system** — any system serving a municipality or franchise region with an official population base of 3,500 *permanent residents*; at the time of:
 - a. Certificate of compliance application, for a new system; or,
 - b. March 31, 1977 for existing systems.
2. **The class "B" system** — any system serving a municipality or franchise region with an official population base between 3,501 and 11,550 *permanent residents*; at the time of:
 - a. Certificate of compliance application, for a new system; or,
 - b. March 31, 1977 for existing systems.
3. **The class "C" system** — any system serving a municipality or franchise region with an official population base of *more than 11,550 permanent residents*; at the time of:
 - a. Certificate of compliance application, for a new system; or,
 - b. March 31, 1977 for existing systems.

In those special circumstances where systems are "borderline" at or just over a classification level, at the time of March 31, 1977, for existing systems, CADCO recommends that such systems have five additional years to up-grade their

systems to the higher technical requirements after that date, provided that they meet at least the minimum requirements for the next lower classification at the time of March 31, 1977.

ESTABLISHING SPECIAL RELIEF FOR CLASS A AND B SYSTEMS

There are two primary areas of concern which the existing and prospective CATV operator of a (herein defined) class "A" and "B" CATV system must address himself to.

They are:

1. *Technical standards and measurements, under existing 76.601 and 76.605; and*
2. *Station carriage requirements, or, options.*

Technical measurements and standards shall be considered first.

It is proposed that: 76.605(a)(2): Presents special problems to the operator of a class "A" or "B" CATV system which utilizes one or more *UHF converted to VHF channels*.

This section requires that all class I television channels be maintained 1.25 MHz (+/-0.025 MHz) above the lower boundary of the cable television channel, as assigned by the Commission, except in cases where in-home converters are in use.

The practical operating parameters of a UHF to VHF converter, as well as many VHF to VHF converters, typically used by class "A" and "B" CATV systems are such that most if not all of the existing converters on the market *cannot meet* the rigid tolerance requirements of 76.605(a)(2) for more than short periods of time, or over more than moderate changes in ambient temperature.

In a class "C" CATV system, the operating technician or engineer can correct this problem by establishing a suitable test-frequency measurement procedure, and re-adjusting the converter oscillator frequency until the provisions of 76.605 (a)(2) are met.

In a class "A" or "B" CATV system, the cost of such frequency measurement equipment is prohibitive; averaging more than \$1,000.00 in new equipment for a system that probably does not have that much money invested in *all* of its existing test equipment. The cost of typical UHF to VHF channel converter is \$200.00 for the class "A" or "B" system operator.

As a practical solution, CADCO respectfully suggests that:

1. That the Commission offer UHF to VHF and VHF to VHF converter type acceptance programs; calling for manufacturer test and design parameters which place the burden of correct conversion accuracy upon the manufacturer/seller of the equipment, thereby relieving the (small) CATV system operator from costly measurements of the accuracy of the i.f. conversion (output), and or . . .

2. Since the primary concern in accurate on-cable frequency assignments is to insure that adjacent (class I) channels do not operate with less than 1.5 MHz spectrum separation, it follows that if the CATV operator of a small system (class "A" only) chooses to operate his UHF to VHF converted

channels, or VHF to VHF converted channels, without adjacent on-cable signals, that he should be relieved from either the Commission measurement requirement, or the expense of having to purchase a type accepted converter.

As a matter of practical system design, a system could convert a UHF channel to cable-channel 10, if the particular system also chose not to carry any class I signals on cable channels 9 and 11.

Or, a class "A" CATV system could choose to utilize VHF channels 2, 6, 7 and 13 for UHF to VHF conversions; provided the immediately adjacent cable channels (3, 5, 8 and 12) were not in use, with class I signals, and, or . . .

3. The Commission could accept a co-channel tolerance comparison technique, where applicable, by class "A," "B," or "C" systems. Such a measurement technique could be performed without any test equipment, as follows:

- a. The UHF to VHF (or VHF to VHF) conversion channel is displayed on a standard television receiver; the input of the tuner being fed by the converter output, through a two-way splitter.
- b. The "other input" on the splitter would be connected to a search antenna, and the search antenna directed at a VHF station on the conversion i.f., channel.
- c. This will produce a set of co-channel; one signal being the off-the-air VHF signal, and the other signal being the UHF to VHF (or VHF to VHF) converted signal. The *beat* between the two same channel (on the TV receiver) signals will represent the difference in frequency at i.f. (i.e. VHF input channel). Since co-channel beat patterns are detectable in situations where the secondary signal is as much as 40 db lower in level than the primary (converted) signal, most CATV headends can find an off-the-air on-channel signal with their search antenna that will be adequately strong to produce a co-channel beat on the test receiver.
- d. A trimmer capacitor, already in the UHF to VHF converter oscillator circuit, or added by the CATV operator, would then be adjusted to *walk-in* the converter output frequency so that it produces a zero-beat pattern with the off-the-air reference signal.

Because the off-the-air reference signal (assuming it is not a VHF translator) is of known frequency stability, the CATV operator has in effect *zeroed* his converter to the same frequency.

76.605(a)(2) specifies measurement of the frequency of the TV signal on the CATV system. CADCO respectfully suggests that CATV systems of all classes be allowed to satisfy their conversion (i.e. frequency altered) cable channel tolerance measurements by this co-channel tolerance comparison technique; thereby removing for the less-financially equipped systems the costly measurement equipment requirements.

Continued next week . . .

UNICOM



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MARCH

22-23 *Kentucky CATV Assn. spring meeting*, Continental Inn, Lexington, Ky. Contact: Patsy Judd, Box 414, Burkesville, Ky. 42717. 502/864-5689.

26-27 *State and Regional Presidents meeting*, Washington, D.C. Contact: Wally Briscoe, NCTA.

28-30 *Florida Cable TV Assn. spring meeting*, Desert Inn, Daytona Beach, Fl. Contact: James A. Hudgens, Regional Manager, Orange Cablevision, 1111 Virginia Dr., Orlando, Fl. 32803. 305/422-3111.

31- *Southern Cable TV Assn. convention*, Convention Center, Mobile, Al. Contact: Leo Livesay, TelePrompTer Cable TV, 3257 Moffat Rd., Mobile, Al. 36607.

April
3

APRIL

1 Notification of accepted technical papers for NCTA convention, by the convention committee.

10-11 *Ohio Cable TV Assn. convention*, Scot's Inn, Columbus, Ohio. Contact: Jay Wagner, North Central TV, Inc., P. O. Box 800, Sandusky, Oh. 44870. 419/627-0880.

16-17 *North Central CATV Assn. Meeting*, Holiday Inn, Sioux Falls, S.D. Contact: Jim Brandt, Badger CATV, 203 Stephenson Ave., Iron Mountain, Mi.

18-19 *New England Cable TV Assn. convention*, Sheraton-Regal Inn, Hyannis, Ma. Contact: Bill Kenny, Exec. Director, NECTA, P. O. Box 321, Tilton, N. H. 03276.

24-26 *Pennsylvania Cable TV Assn. spring meeting*, Chat-ham Center, Pittsburgh, Pa. Contact: Mini Barash, Barash Advertising, 403 S. Allen St., P. O. Box 77, State College, Pa. 16801. 814/238-5051.

25-26 *Texas Cable TV Assn. convention*, Marriott Motor Hotel, Dallas, Tx. Contact: Johnny Mankin, P. O. Box 989, Tyler, Tx. 75701. 214/592-8251.

JUNE

3-5 *A National Conference on Community Cable Communications*, Washingtonian Country Club, Gaithersburg, Md. Theme: Realizing the Promise of the Wired City Two-way Television Cable Services. Contact: CIVIC-ISA, P. O. Box 187, Kensington, Md. 20795.

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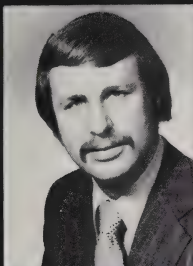
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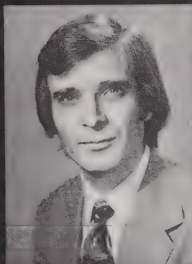


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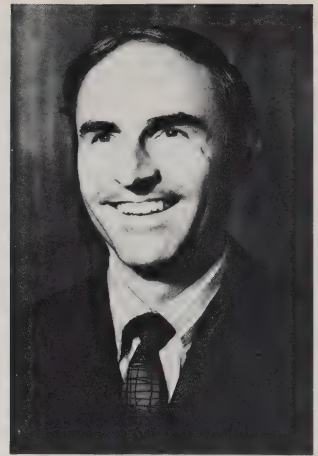
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By James E. Turney
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COMPUTERS AND CATV

In recent years nearly every article about CATV appearing in news media has contained reference to home terminals with access to a computer connected to the distribution cable. Numerous applications were described, including selection of special programs, purchase of tickets and merchandise, political polling, education, and many others. The industry, and some MSO's in particular, gained a large measure of public relations value from the reported reference to home terminals. A number of "black boxes" have been displayed, and several are in operation on a limited scale. Certainly no one doubts that computers will become a vital component of CATV activity.

Computers have been around long enough to be taken for granted, but the history of the computer applications industry might provide some valuable lessons for the CATV industry. First, progress in hardware was much more rapid than that of software development so that hardware capabilities were not fully exercised. Often new hardware rendered existing software obsolete. Hardware was not compatible, even within suppliers. Responsibility for applications and operations was often wrongly assigned. Anticipated benefits, savings, revenues, profits, or replacements rarely were fully realized, and often progress was, in fact, negative.

The term "software" is used in both CATV and computer industries to mean programs, the one audio-visual and the other machine instructions. In business applications of

computers there has been a proliferation of programs, many of them redundant. This has provided employment for many programmers. In recent years, as companies have been forced to be more budget and profit conscious, the move has been toward acquisition of proven software from specialists rather than in-house development and reinventing. The CATV industry has no such proliferation of software, in either use of the term. While it is of utmost importance for the industry to develop new audio-visual software with the emphasis on innovating, rather than following the lead of traditional broadcasters, it is by no means clear that experience in computer applications should be similarly avoided in favor of innovation.

There exists in industry more than enough hardware technology to provide all of the "blue sky" applications ever described for CATV. As in the present development of video tape formats, it is too early to determine the most desirable scheme to adopt for industry compatibility in data systems but it is equally evident that compatibility is an essential goal.

With a few notable exceptions, all of the "experts" have been concentrating on development of data systems applications for the home, with little effort directed at systems for running the business. So far applications have been limited to subscriber billing. Of course, automated billing systems are vital, since they regulate the life blood of CATV activity, the subscription fees. Because of the similarity to utility billing, most computerized services are based on variations of existing computer programs. Banks offering billing services use this method. Companies specializing in billing services for CATV have developed tailored software, but have apparently repeated several of the mistakes made earlier in business applications of computers. One is to let industry experience dominate the system design. This generally leads to automation of manual systems, with little innovation and under-utilization of computer capability. Another is to "optimize" the system, so that

it performs well if all users adhere to specific formats. For some, if not most users, this results in force-fitting to the system, sometimes losing some previous legitimate flexibility. It is possible to design and implement systems with substantial format flexibility without sacrificing the advantages of a common system for many users.

The current trend in system acquisition and development of major MSO's leads to the obvious suggestion that MSO's centralize their computer requirements. One of the largest is already doing this with remarkable success. This success can be largely attributed to the most fortunate selection of a professional in computer applications to lead the implementation. He neither automated a manual system or let experience dominate the design. Since there was no software available at the time, he did not have the alternative of evaluating software acquisition. Recognizing the dynamics of CATV operation, with a large number of subscribers in systems dispersed in all parts of the country, the first task was to select a computer capable first of rapidly and efficiently maintaining large data files, of summarizing activity information for group management, and also eventually to communicate with other computers in subscriber data systems.

Following computer selection, other hardware such as envelope stuffers and sealers, microfilm output and copying and optical readers were evaluated, all to provide maximum service and economy of scale. With a well designed system, computer programming was a manageable, although time-consuming, effort. Most critical was the conversion of individual CATV systems from many varied, often home-grown, methods to the standardized, corporate method. Initial resistance was overcome first by directive followed quickly by successful performance. A year of experience finds most of the advantages of centralization realized, and most of the performance goals met.

Since its beginning, CATV has been run on a rather informal basis with little attention on the part of management to record keeping. Cable systems tended to be small enough to be run out of the managers hat; and what with its being the start of a new technology, the real heroes were the technical men who could keep their systems in operation. This has created a real weakness at top management levels, where there is little regard for or knowledge of formal management, per se. This is further complicated by the fact that now, when the whole country has become fair game for CATV, the major effort of all top management is being directed at new franchises competition. As a result, basic record keeping is still being set aside. There is, of course, some logic in this last attitude, as the very success of the business in the long run will depend upon the areas in which it operates.

Those in management who recognize the need for better records are looking for help, but to date they have not been satisfied with any one system and have many daily problems that are more pressing. It seems that most CATV managements know they need better records. For the most part, they plan to farm out this part of their business and to some extent are already doing so. Still, they are not happy with the results.

Various economic and regulatory forces are causing

the realignment of much of the industry into a group of dominant MSO's. The building of new large metropolitan areas will draw upon the resources of larger financial institutions which will demand better record keeping not only on new systems but also on those already in operation. As all franchises today contain a requirement that some percentage of gross receipts be paid the franchising agency, these agencies will demand more format records. Further, the Federal Communications Commission, in an effort to become self-supporting, demands an annual payment based on number of subscribers. All of these factors enhance the acceptance of improved data processing support.

A major point insuring the growth of cable TV is the fact that in the long run it will become the heart of a pay TV system. What final form this will take cannot be known, but there can be no doubt that it will happen. In any case, the cable system will become a new communication means; and with the interactive systems now being demanded, it will be possible to charge the user on the basis of use. There will, at that time, be need of an auditor to keep records for all parties involved. Using Kansas City as an example, any transmission of a Kansas City Chief's game would have at least the following parties with a direct economic interest in an honest house count.

1. The sports promoter.
2. The league.
3. The teams involved.
4. The owners of Arrowhead Stadium — their rental contract calls for six percent of gross on such sales.
5. The CATV company which must collect the money from the subscriber.
6. The microwave company which carries the game to other towns.
7. The cities in which the game is offered for sale.
8. The Federal Communications Commission.

Though the list no doubt could be expanded, this seems enough to make the point that the new interactive systems now demanded by the FCC will do at least two things: First, they will make data processing a major and mandatory part of all operations; and due to the conflicting interests of sports promotion, copyright owners, and system operators, these records must be kept by an outside firm. Veterans of the industry who are operating in the new environment confirm that they need all the help they can get. Industry experience is useful, but survival depends on quickly learning new management methods.

Most large, mature organizations rely heavily on computers for information at all levels. MSO managers are presently preoccupied with acquisition and capital alignment. Computer related efforts are limited to experiments with subscriber data systems and finding the cheapest way to accomplish subscriber billing. Few managers recognize that the subscriber data base is their most valuable resource, and even fewer have any idea of how to capitalize on it. Approached properly, the goals of both data systems and billing can be simultaneously supported, along with the provision of decision making information for management.

Bob Huston



Random thoughts while browsing around the Nation's Capitol

The Washington scene is changing as a new political breed . . . a young, sharp, improved breed . . . emerges. The Commissioner Robert E. Lee type of political regulator who merely pretends to know the meaning of public interest is making way for the Commissioner Richard Wiley regulator who is a vast improvement over past appointments made by this and other administrations. FCC Commissioner Wiley brings a new dimension, enthusiasm, ability, and dedication to the responsibilities of the position that gives cable, and other communication entities yet to emerge, a new ray of hope. As Chairman Dean Burch was a rare and real improvement over Rosel Hyde, Wiley, if he is named chairman by President Nixon, could truly go down in FCC history as the finest and fairest regulator yet. Of course, it is highly doubtful that cable people will like everything he does, but neither will the broadcasters and networks however slight that consolation will be. We know it will be a new and fresh look, and with a little luck, maybe even a good look as far as the cable industry is concerned.

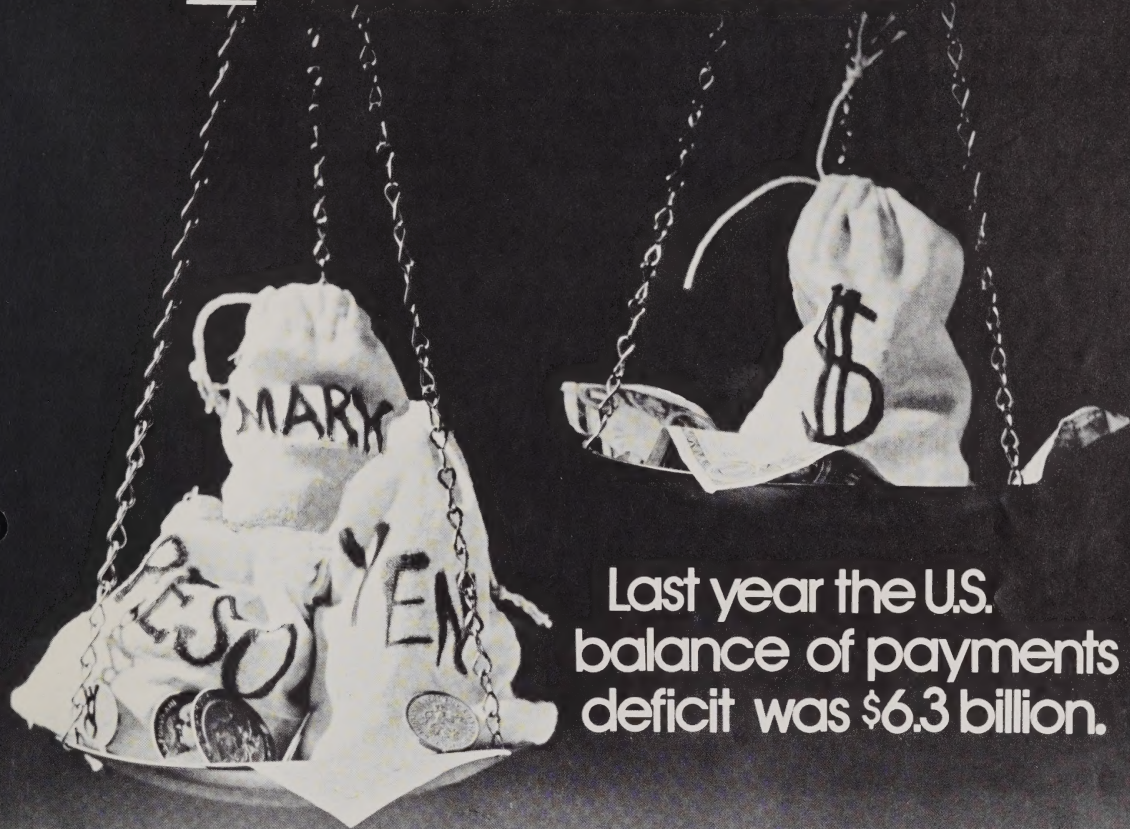
Speaking of fresh looks . . . this editor tried hard to find it in the new National Cable Television Association president, but it still eludes me after ten months. Rest assured that David Foster is a real charmer, a real nice guy, but if he is not bluffing through and through, I'll give him the biggest public apology he has ever received. Sure he is smart. Sure he talks a big game. But it still adds up to a guy who is bluffing and fooling the industry, or most of it, as far as this writer is concerned. It would be great if time proves he does have a full-house, however.

Al Stern and David Foster were busy calling on FCC Chairman Dean Burch last week as a result of the CBS/TelePrompTer court ruling on copyright. There were mixed emotions as to what effect this might have on negotiations. The motion picture industry quickly advised everyone involved that their position had been strengthened, although there was room for reasonable doubt that this was necessarily true, and they made it clear that the ante would soon be upped. In the meantime, members of the NCTA board of directors will surely see a conflict of interest in Al Stern working for a major motion picture producer, Warner Communications, and still supposedly representing the best interests of cable television at the copyright bargaining table.

As this editor has said before, we do apparently have a seasoned and highly qualified man representing the cable industry on Capitol Hill in Chuck Lipsen. Key congressmen speak quite highly of Chuck for the most part (no one can please everybody) and he can and is opening doors that have been closed to cable in the past. His first legislative conference was impressive and more important, should be extremely effective. David King, a newcomer, and Bill Betts, an old-timer, were typical of the make-up of the attendees and both were pleasantly surprised with the smoothness and quality of the organization of this first of a series of legislative conferences designed to tell and sell the cable story to Congress. Both Daves and Bills remarks were along this line . . . "I have attended a lot of meetings of this type in the past and this one is the best." All others within ear-shot were expressing similar feelings.

Paul Puckett, one of the more active pioneers left in the business today, was working his head off at this legislative conference in spite of the fact that he and the home office had just parted company and not under the most pleasant circumstances. It is truly a shame that some of these emerging cable giants are reorganizing the organization so drastically. Too many of these old-timers who worked so hard to build the organization, and who are so highly respected within the industry, are now on the outside looking in. This editor can only hope that some of the other MSOs will see fit to grab onto the practical experience that is hard to come by in this moving industry.

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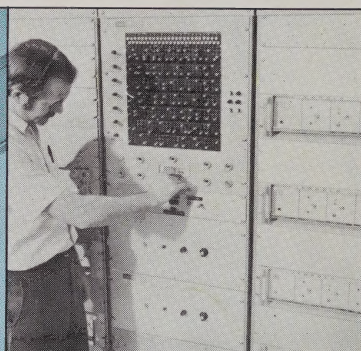
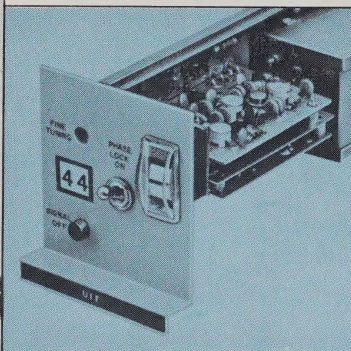
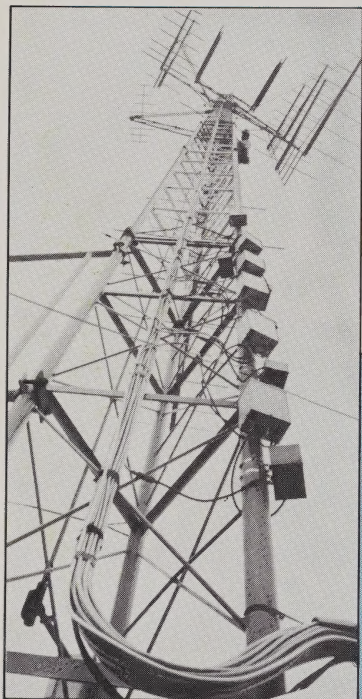


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